

Fig. 3

ZIP CODES	STATED GEOGRAPHIC AREA
90010 - 90465	LOS ANGELES, CALIFORNIA
90466 - 90493	LA CANADA, CALIFORNIA
90494 - 90571	ENCINO, CALIFORNIA — 22
.	.
.	.

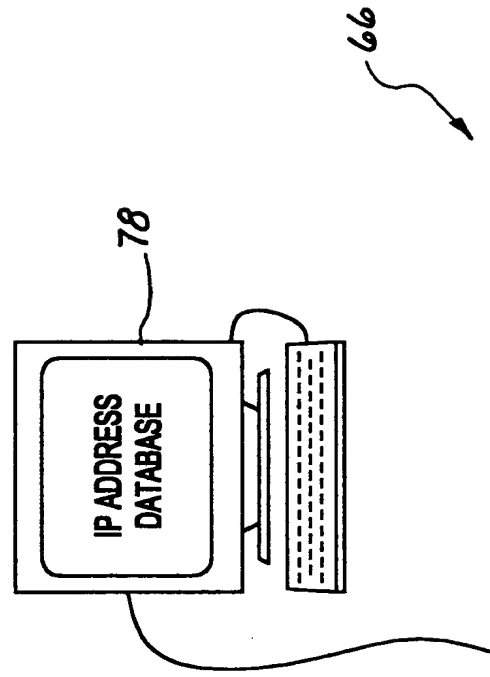


Fig. 4

IP ADDRESS - GEOGRAPHIC ADDRESS DATABASE	
INTERNET PROTOCOL ADDRESS	INTERNET PROTOCOL ADDRESS
204.24.196.32 201.310.123.561 54.607.22.114 ~ 58	LOS ANGELES, CALIFORNIA BALTIMORE, MARYLAND ST. LOUIS, MISSOURI ~ 22

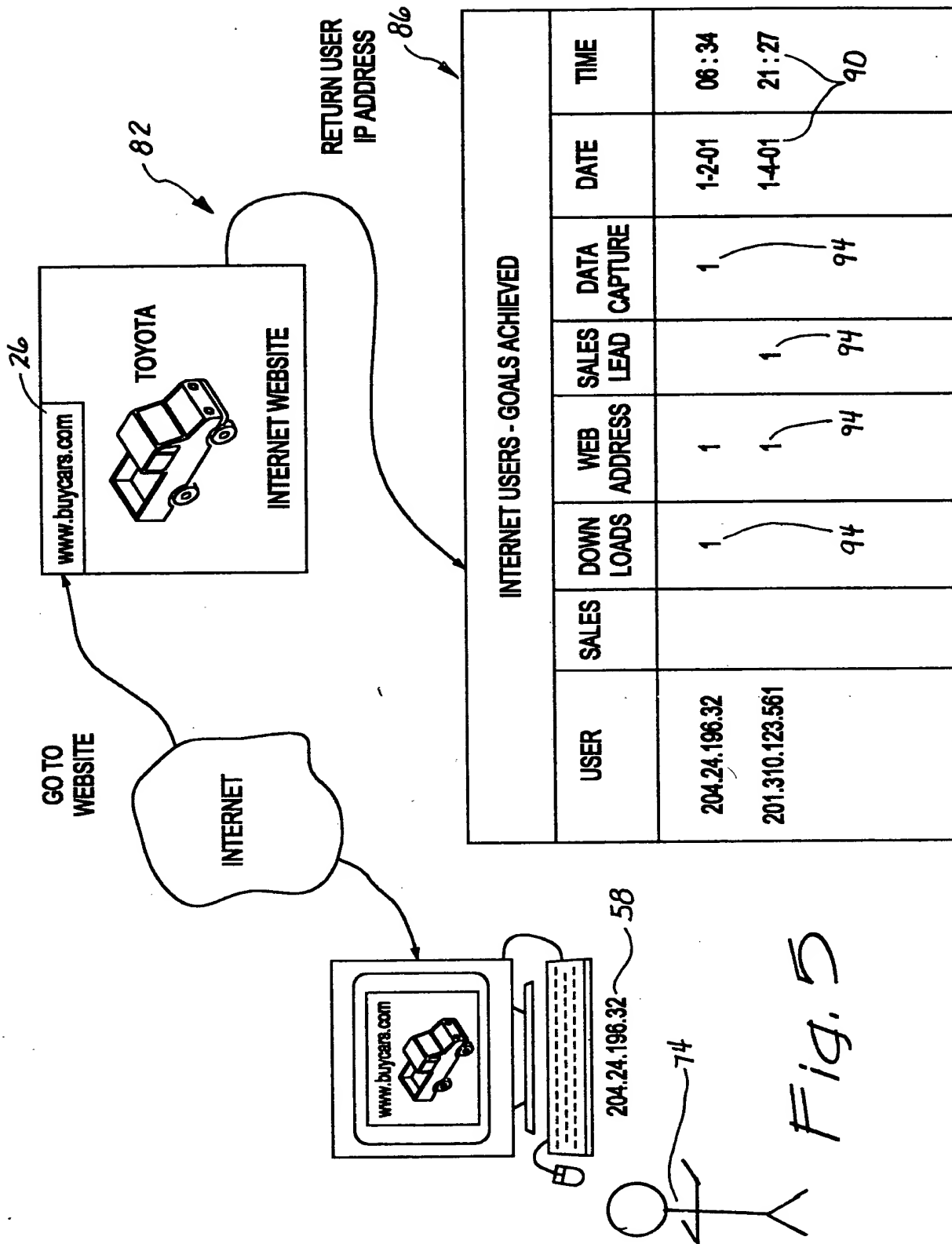


Fig. 5

110

MEDIA PURCHASE EFFECTIVENESS REPORT									
TOYOTA - www.buycars.com									
MEDIA TYPE	MEDIA NAME	GEOGRAPHIC AREA	START DATE	END DATE	RESIDUAL DATE	INTERNET TRAFFIC (HITS)	SALES	DOWN LOADS	
NEWSPAPER	LA TIMES	LOS ANGELES	JAN. 1, 01	JAN. 4, 01	FEB. 4, 01	23,417	34	1,462	
TELEVISION	KCLA-TV	LOS ANGELES	MAR. 1, 01	MAR. 7, 01	APR. 7, 01	58,228	127	2,246	
									134
									94
									122
									106
									42
									38
									22
									118
									114
									130

WEB ADDRESS	SALES LEADS	DATA CAPTURE	DEALER LOCATIONS	VIEW TEXT	VIEW IMAGES
3,667	465	2,165	1,663	3,415	8,617
5,410	793	3,218	2,415	6,783	12,449
					156
					152
					144
					142
					148
					138
					94

Fig. 6

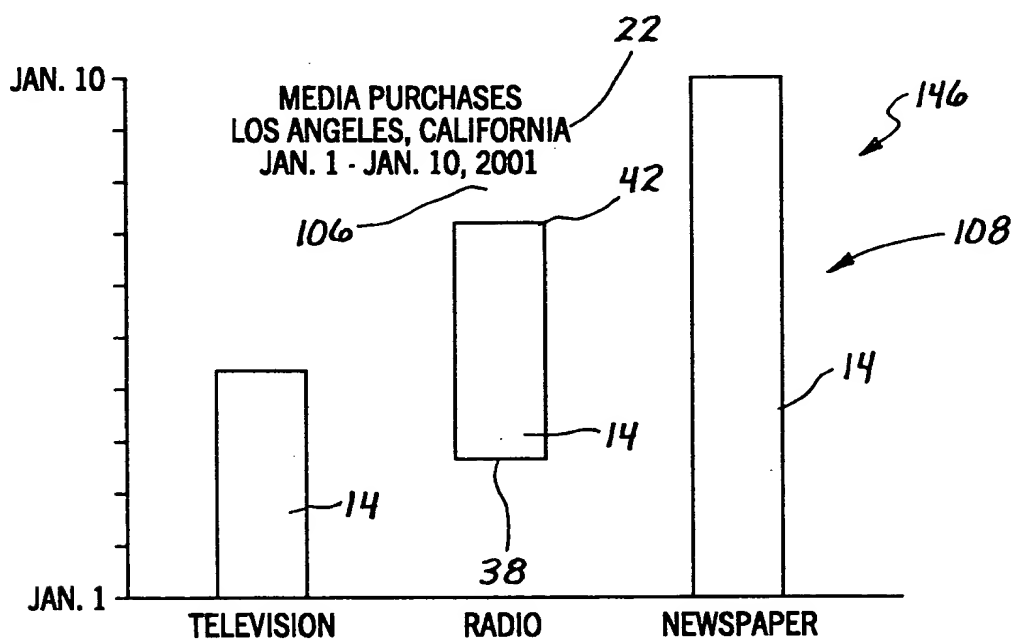
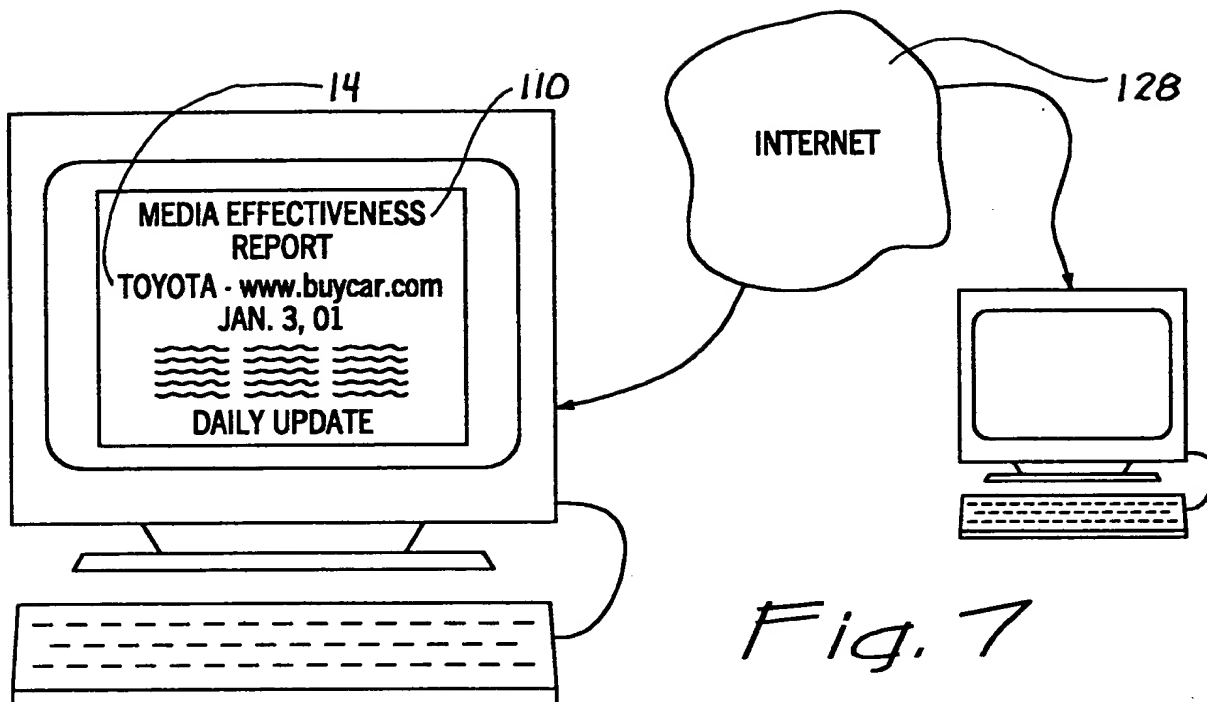


Fig. 8

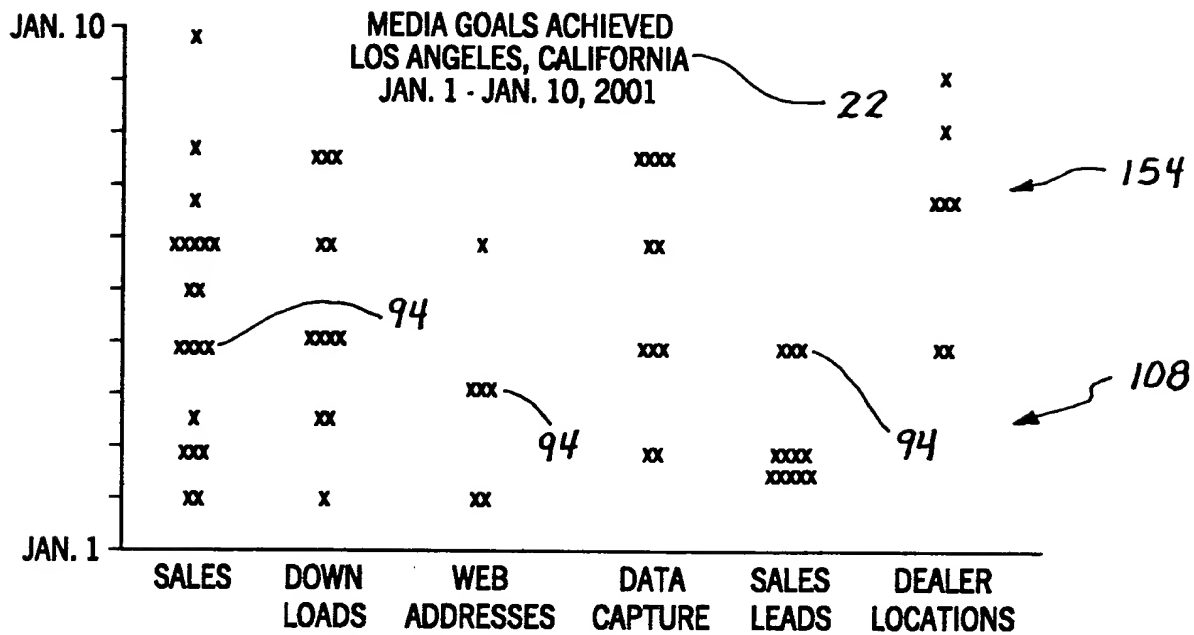


Fig. 9

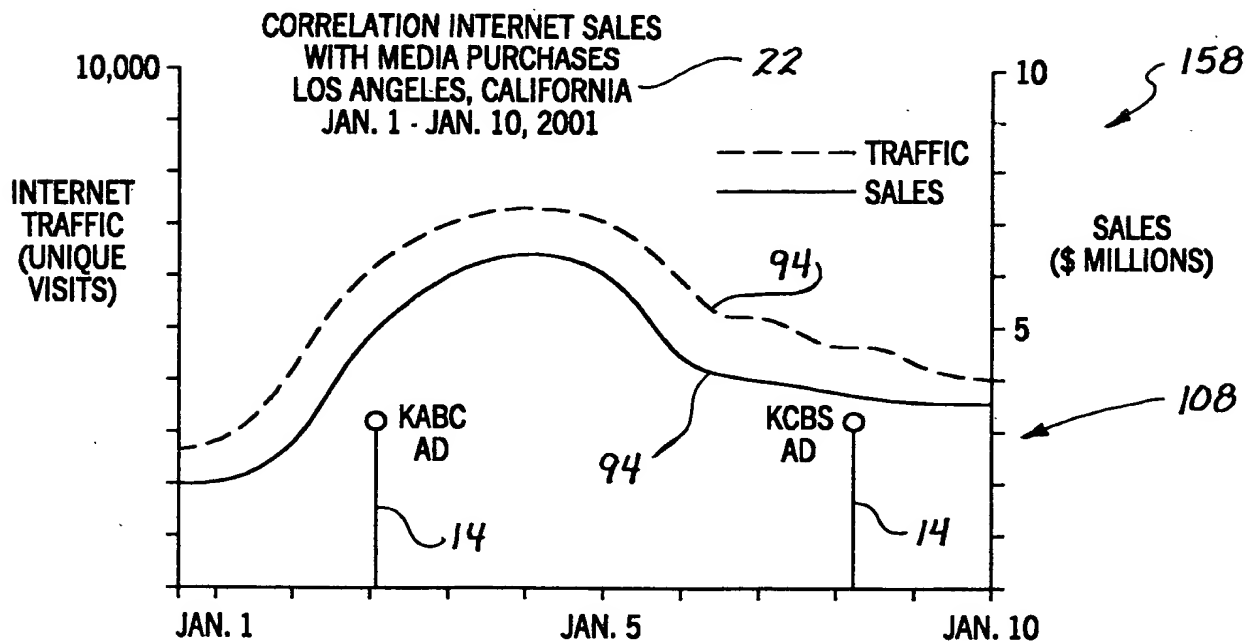


Fig. 10

09922425-080301

BASELINE REPORT MEDIA GOALS ACHIEVED DEC. 1 - DEC. 31, 2000 LOS ANGELES, CALIFORNIA NO MEDIA PURCHASE					
SALES	DOWN LOADS	WEB ADDRESSES	DATA CAPTURE	SALES LEADS	DEALER LOCATIONS
62	215	3,460 94	3,058	267	395 94

170

108

Fig. 11

MEDIA GOALS ACHIEVED JAN. 1 - JAN. 31, 2001 LOS ANGELES, CALIFORNIA KCLA - TV MEDIA PURCHASE JAN. 1 - JAN. 4, 2001					
SALES	DOWN LOADS	WEB ADDRESSES	DATA CAPTURE	SALES LEADS	DEALER LOCATIONS
62	215 94	3,460	3,058	267 94	395

174

108

14

Fig. 12

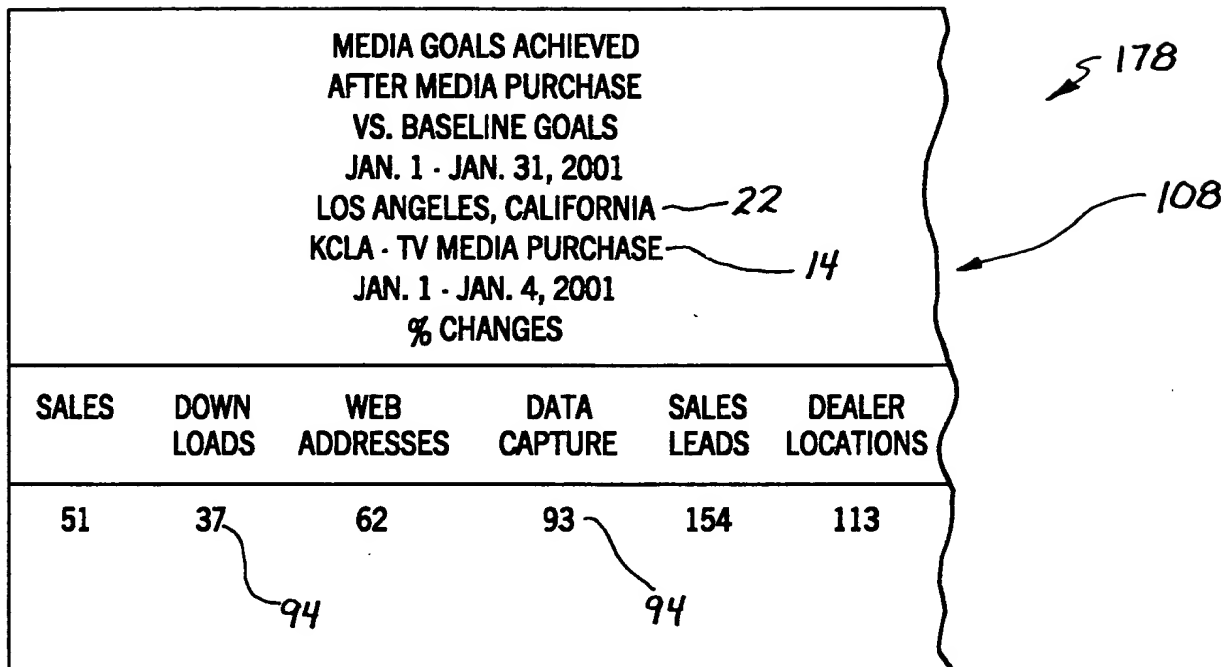


Fig. 13

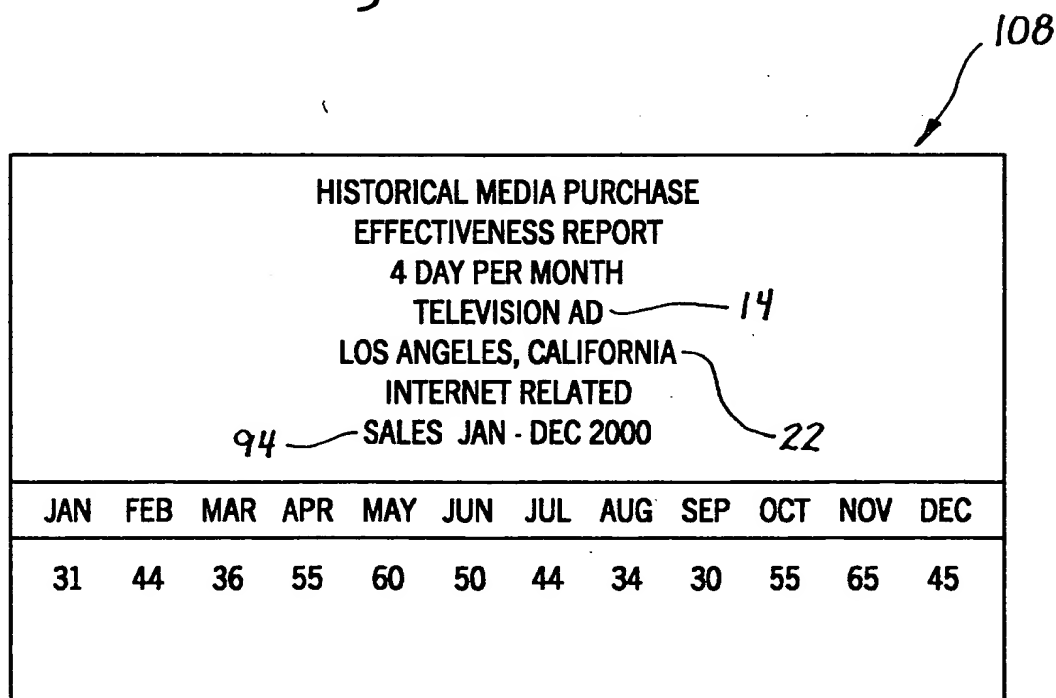


Fig. 14

FOE080" S2H22660

CLIENT STATISTICS

[RETURN TO ADMIN](#)

START DATE: 07 / 01 / 2001 END DATE: 07 / 31 / 2001

GENERATE STATS

From 07/01/2001 to 07/31/2001 All Clients

CLIENT	UNIQUE VISITS	SALES	CONVERSION	TOTAL
<u>Power90</u>	36302	2778	7.65%	186710.38

38

42

94

94

Fig. 17

RETURN TO ADMIN

END DATE: 07 / 31 / 2001

GENERATE STATS

DMA	STATED GEOGRAPHIC LOCATION	STATION	UNIQUE VISITS	SALES	CONVERSION	TOTAL
<u>500</u>	PORTLAND-AUBURN	WPME - 07/14 11:30	70	9	12.86%	300.85
	22	WPXN - 07/05 11:00	94	94		
<u>501</u>	NEW YORK	WWOR - 07/07 11:00	2485	161	6.48%	10170.35
		WPXN - 07/12 10:30				
		WPXN - 07/14 10:30				
<u>502</u>	BINGHAMTON		37	1	2.70%	74.80
<u>503</u>	MACON		30	3	10.00%	85.65
		WPSG - 07/01 09:00				
		WPHL - 07/06 04:00				
<u>504</u>	PHILADELPHIA	WPSG - 07/08 09:00	823	70	8.51%	4579.70
		WPHL - 07/09 04:00				
		WPSG - 07/14 10:00				
		WPSG - 07/15				

Fig. 18

09922425-060301
T0E0B0-52422660

DAILY DMA STATISTICS FOR POWER90 DMA 500

[RETURN TO ADMIN](#)

START DATE: 07 / 01 / 2001

END DATE: 07 / 31 / 2001

38

GENERATE STATS

42

Power90 DMA 500 From 07/01/2001 to 07/31/2001

DATE	STATION	UNIQUE VISITS	SALES	CONVERSION	TOTAL
07/01/2001		2	0	0.00%	0.00
07/02/2001		2	0	0.00%	0.00
07/03/2001		3	0	0.00%	0.00
07/04/2001		3	1	33.33%	24.90
07/05/2001		4	0	0.00%	0.00
07/06/2001		2	0	0.00%	0.00
07/07/2001		5	2	40.00%	110.65
07/08/2001		3	0	0.00%	0.00
07/09/2001		7	2	28.57%	54.75
07/10/2001		9	1	11.11%	24.90
07/11/2001		6	1	16.67%	24.90
07/12/2001		6	1	16.67%	24.90
07/13/2001		1	0	0.00%	0.00
07/14/2001	WPME - 11:30	2	0	0.00%	0.00
07/15/2001		1	0	0.00%	0.00
07/16/2001		4	0	0.00%	0.00
07/17/2001		3	0	0.00%	0.00
07/18/2001		2	1	50.00%	35.85
07/19/2001		2	0	0.00%	0.00
07/20/2001		1	0	0.00%	0.00
07/21/2001		2	0	0.00%	0.00
07/22/2001		0	0	0%	0.00
07/23/2001		0	0	0%	0.00
07/24/2001		0	0	0%	0.00
07/25/2001		0	0	0%	0.00
07/26/2001		0	0	0%	0.00
07/27/2001		0	0	0%	0.00

Fig. 19

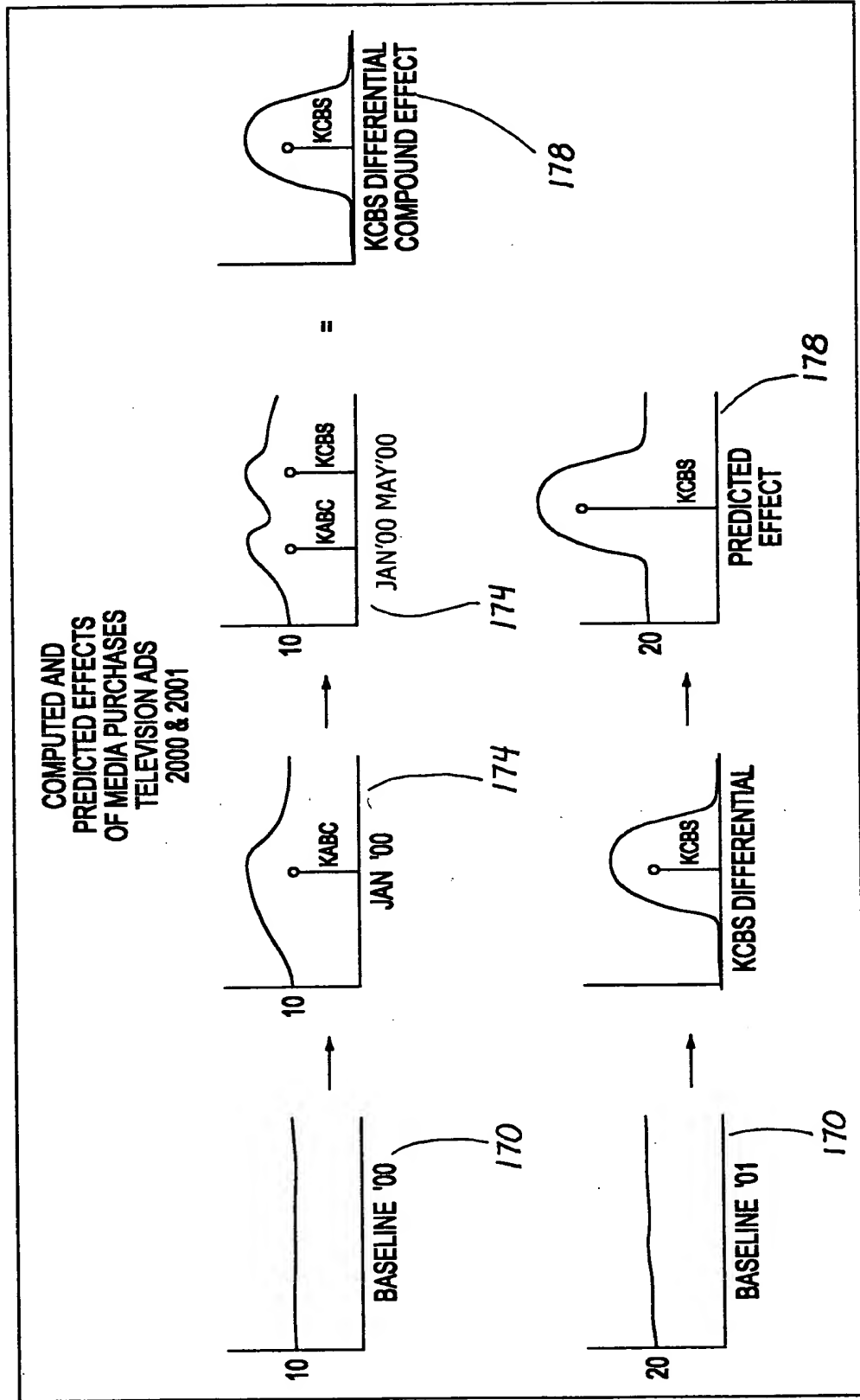


Fig. 20